Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.94
A5F752
cop.1

LIBRARY
CURRENT SERIAL RECORD
JUN 23 1943
U.S. DEPARTMENT OF AGRICULTURE

FOOD INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION
WASHINGTON D.C.

June 5, 1943 No. 9

THROUGH CHANNELS FOR WB MEMOS AND INFO

"Channels," quips a wit, "are like ruts, only deeper." Now that WBs are reporting to WFA Administrator Davis through J. S. Russell, his assistant, (see USDA Press Relcase 2500-43 for other new WFA assignments) WB memo and info channels are to be realigned.

The new channels will proceed straight from source to destination -- and you'll always know just where they are.

Beginning about July 1, there will be three numbered series of WB materials: (1) WB memos, (2) the Food Information Series containing all WFA info aids, and (3) the Calendar. All items in all three series will go directly to both WB members and info workers. WB memos will be signed by Administrator Davis. Info aids, although not carrying his signature, will be the informational implementation of WFA and USDA administrative policies.

FEED AND SEED . A topic timetable covering the production goals compaign for the remainder of the year is being worked out. A variety of info aids will be forthcoming. All will be directed at striking as close to the bullseye as possible for every commodity.

Two general topics are becoming increasingly important to the goals drive. First is production and conservation of livestock and poultry feed. Second is adequate seed production.

For timely news pegs: Nearly all the 225 million bushels of wheat CCC was authorized to sell this fiscal year is gone and sales are discontinued. See USDA Press Release 2484-43. Use of chemical nitrogen for fall-sown grains for harvest, banned last year, will be permitted this year. See USDA Press Release 2494-43. AAA payment deductions for failure to plant at least 90 percent of war crop goals have been modified, with special application to hay and pasture goals. See USDA Press Release 2475-43.

KEEP 'EM MILKING!

Plenty of good hay, plenty of silage will help keep dairy production up this summer and through the fall and winter. Farmers should be reminded they can do two things now to sustain production. They can grow temporary pasture crops and they can replace winter-killed alfalfa stands with emergency hay crops to provide hay for winter. See USDA Press Release 2477-43.

FOOD IS EVERYBODY'S BATTLE

Last week's Calandar tipped you off on plans for an intensive educational drive covering major aspects of the wartime food situation. This week's discussions of WFA, OWI, and OPA brought a decision to shift timing of the program. Here's how it's conceived now:

In June, an effort will be made to gear all information campaigns to the general theme of "Everybody's Battle -- Food." Object, of course, is to hammer home the idea that every citizen has a responsibility to do his share in making the food management program work.

In July, a week of intense educational work through all government channels will be touched off. It will bring the food battle into sharper focus, set the stage for later phases of the program. This educational work will follow through in succeeding months, climaxed during Thanksgiving week by a large-scale Food for Freedom observance.

With that, we'll be ready to swing into the 1944 goals campaign, highlighted by recognition for farmers and their contribution to victory.

We'll keep you advised as this program develops. Meanwhile, there's still time to shoot in your ideas for making it a success. Your suggestions will be welcomed.

NEW POINTS FOR FARMERS Half a million copies of OPA charts showing new point values for red ration stamps have gone to state WBs for distribution to county WBs. The charts, for both trade and consumers, should be made available to farmers immediately. They'll have to collect points according to the new values beginning Sunday, June 6. Announcement that the charts are ready at WB offices will offer another opportunity to stress farmer responsibility for collecting proper points on all sales.

GETTING READY FOR CANNING

USDA info workers soon will receive copies of an OPA publication summarizing background facts on sugar for home canning. Extension and FSA will get enough copies for distribution at the county level.....And speaking of home canning, OPA is cooperating in distribution of a BHN&HE folder on the subject. Stocks are going to local ration boards, where applicants for canning sugar allotments may get them.

BANK ACCOUNT FOR FDA Those who use rationed foods for demonstration purposes must have points to spend, just like the rest of us. For benefit of FDA's nutrition specialists, OPA has set up a bank account of 2 1/2 million points to be divided among FDA regions. Extension's home demonstration agents don't have a point kitty. They're classed as industrial users and get rationed foods according to amounts used in 1942. FDA's people don't have this past experience to go by -- hence the bank account.

BUTTER PRICES AND THE ROLL-BACK

You'll soon get a Food Info Series No. 18, a questions-and-answers piece on the butter roll-back--explaining how it will work, what it will accomplish. Since there is some concern on the part of producers about what the roll-back means to them, WBs are asked to issue a local release -- pronto -- based on these points:

1. -- USDA's pledge of last December to support wholesale butter prices at levels equivalent to 46 cents a pound will be carried through, at least until June 30, 1944. After that, the price will be supported at 90 percent of parity until 2 years after the war.

2. -- So...prices to dairy farmers should not be affected by the roll-back in retail prices ordered by OPA for June 10. Farmers should get at least as much as before the roll-back.

3. -- RFC is financing the subsidy as of June 1, 1943, to minimize any loss that might occur on trade inventories.

4. -- Subsidy of 5 cents a pound will be paid by RFC to creameries (making 1000 pounds or more monthly) on all butter coming within the legal definition of that commodity.

5. -- The need for keeping the present high milk production as long as possible is great.

FOOD CONFERENCE REPORT Undersecretary Paul Appleby, a delegate to the United Nations conference on food and agriculture, will present a report on the conference's work on Farm & Home Hour on Wednesday, June 9. Other features for the next week are: Monday, June 7, "Farm Labor in the Flood States" and "What to Plant Next;" Tuesday, June 8, "Protect Horses from Sleeping Sickness" and "Wartime Home Food Preservation;" Thursday, June 10, "Tomatoes -- Red, Ripe, and Good;" Friday, June 11, "The Why of the National Meat Program."

BIRTHDAY BROADCAST

Consumer problems of the past decade will be reviewed when USDA's Consumer Time celebrates its tenth birthday on Saturday, June 12 (NBC, 12:15 p.m. EWT). Participating in the program will be WFA Administrator Davis; Mrs. John L. Whitehurst, General Federation of Women's Clubs president; Frank E. Mullen, NBC vice president and general manager; and Morse Salisbury, WFA deputy administrator.

FARMERS AND THE MILK RATION When OPA announced canned milk rationing on June 1, little mention was made of the effect on farmers. Yet many farmers have neither milk cows nor access to fresh milk supplies and are heavy consumers of canned milk. They should know the ration order was designed especially to conserve the supply for essential users -- invalids, small children, and such farmers. The ration is for them, not agin them.